1	2	3	4	5	6
5.	Phek	304.92	94.12	350.2	77.09
6.	Tuensang	559.56	181.88	599.04	165.75
7.	Wokha	229.65	73.36	341.77	71.51
8.	Zunheboto	318.36	111.84	336.46	90.81
9.	State Component	51.15	91.15	34.78	3.26
	TOTAL	2951.5	1015.23	3439.7	811.12

DD News Channel

657. SHRI DATTA MEGHE: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether Government had started a news channel 'DD News' in November 2003 by scrapping an entertainment channel on Doordarshan;

(b) if so, the details thereof and the reasons therefor;

(c) the amount spent so far on this news channel;

(d) whether viewership of the news channel has also declined, if so, the details thereof;

(e) whether Government propose to review this decision and convert the DD News channel into the entertainment channel as before; and

(f) if so, the details thereof and if not, the reasons therefor?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRI S. JAIPAL REDDY): (a) and (b) Doordarshan started a 24 hours 'DD News' Channel w.e.f. 3rd November, 2003 by converting their Metro Channel to provide free-to-air round the clock news, in both the terrestrial and satellite modes. It is the only terrestrial news channel in the country. Prasar Bharati has informed that the decision has been taken to fulfil a growing demand for news among the viewers, particularly among those without cable connection.

(c) Prasar Bharati has informed that an expenditure of Rs. 19.61 crores was incurred on the channel during 2003-2004.

(d) No, Sir.

(e) and (f) Prasar Bharati, as a statutory autonomous corporation enjoys autonomy in programme matters. Prasar Bharati has informed that there is no such proposal to convert the DD News Channel into an entertainment channel, as before. They have further informed that this channel has met the above objective and has also been well received both by the viewers and the advertisers.

Entertainment Sector

658. SHRIMATI PREMA CARIAPPA: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether Government are heading for a significant change and to bring new initiatives in the entertainment sector;

(b) if so, the details thereof;

(c) whether Government propose to increase the FDI in FM and to bring it at par with the print and electronic media; and

(d) if so, the details thereof?

THE MINISTER OF INFORMATION AND BROADCASTING AND MINISTER OF CULTURE (SHRI S. JAIPAL REDDY): (a) and (b) The Government have taken several initiatives to bring about changes in the entertainment sector in the interest of the overall development of this sector;

- Institutional and bank financing are new accessible to the entertainment industry.
- 100% Foreign Direct Investment is permissible in the film sector.
- Government has led participation in global markets with a view to enhancing visibility of film industry.